



Course Description

G-290 Basic Public Information Officer

Description

Public information consists of the processes, procedures and systems to communicate timely, accurate and accessible information to affected audiences. Armed with good information, people are empowered to make better decisions and thus contribute to the overall response goal of saving lives and protecting property. Personnel tasked with gathering, verifying, coordinating and disseminating public information at the federal, state, tribal, local and territorial levels bear this considerable responsibility concurrently with other job assignments. These Public Information Officers (PIOs) must be provided with the opportunity to learn and practice the skills they will use on the job.

This is the second course in the Public Information Training Series. This course is delivered at the state, local, tribal and territorial governments. Other courses are conducted as resident courses at the Emergency Management Institute (EMI). The courses build on each other enhancing students' skills further at each level. This course uses Bloom's Taxonomy as a guide to focus the course material to augment the knowledge and comprehension for new PIOs.

This course will consider the value of communication before, during and after an incident. It will help PIOs identify critical audiences, both internal and external.

Course Objectives:

- Demonstrate how to communicate emergency public information effectively in writing to the public through the news media.
- Describe actions the PIO can take to prepare for and conduct an effective interview with the news media.
- Demonstrate the ability to answer questions effectively during an on-camera interview.
- Describe how to effectively perform the responsibilities of the PIO at the scene of an incident.
- Describe how Joint Information System / Joint Information Center concepts apply in an expanding incident.
- Describe and demonstrate the components of a formal news conference.

Length: 16 Hours

Target Audience :

The target audience for this course is individuals who have public information responsibilities as their main job or as an auxiliary function of their jobs or who are relatively new first-time public information officers who have emergency management as a part of their responsibilities. Elected and appointed individuals for the jurisdiction are also encouraged to attend.

Cost:

There is no fee for the course. Other cost considerations are detailed in each LMS course offering

Signup Details:

Register through the New York State DHSES Learning Management System. Access the LMS through the link on the calendar webpage.